

mpressions. A Journal of Business Making Ideas

Here you may profit by the experience of others.

VOLUME III.

SEPTEMBER, MCMIV.

NUMBER IX.

WHEN an ambassador is about to be chosen for some important mission, care is taken to see that he possesses two important qualifications: he must be a diplomat of the foremost rank, and his address and appearance must be such as to create a favorable impression upon the personages he is destined to come into contact with on his mission, otherwise he will undoubtedly meet with a cool reception, if not failure and humiliation.

Printing is the ambassador of trade. It is sent out to acquaint your customer with your business; it goes where you cannot be; it tells the story you would have told had you been able to go in its stead; it is the means by which you hope to attract attention to your line of goods—to interest the trade and secure patronage, if at all possible. In order to achieve these results and secure adequate returns for the money invested, it is vitally essential that your printed literature have distinctive qualities. Ordinary printing is forgettable printing. Distinctive printing impresses itself upon the mind and brings results.

What practical business man would send out a carelessly dressed, slovenly salesman to represent his house and sell his wares? Common

The
Commercial
Value of
Distinctive
Printing.

*Albert Ward
Dippy.*

sense tells him that such a course would be ruinous to his business. The trade would receive a bad impression of the business man and pay little attention to his representative; yet, strange to say, many business men are daily sending out printed literature with these characteristics—printing that is so cheap looking and poorly arranged that it is repulsive to the eye and mind.

The most important mission of all advertising matter is to obtain a hearing. In printed matter, as in everything else, first impressions count for much. Good printing compels immediate respect and creates an impression that is lasting.

The question naturally suggests itself: What is good printing? The answer is simple, Good printing is distinctive printing, the “out-of-the ordinary” kind that attracts the eye by its very beauty or refined simplicity, and impresses the mind by the emphasis of its salient points and clearness and logic of the writeup. Attractive type, paper and ink play an important part in the production.

Distinctive printing is the keynote of success. It has raised many business men from the depths of obscurity and made their names and products synonymous with practical progressiveness. Through its medium, unknown commodities have become household necessities, and many firms on the verge of bankruptcy have taken a new lease of life.

Only a few years since, comparatively speaking, the higher grade of printing was practically unknown to a large percentage of business men. They failed to see the possibilities concealed in the judicious use of printers' ink aside from newspaper and magazine advertising, and were loth to invest their money in what they considered simply an item of expense on their books. Content to employ the most ordinary stationery in their offices

and the cheapest of advertising to exploit their wares, they regarded as idle talk the assertion that artistic printing would yield more profitable returns. As a natural result, their printing was seldom attractive—the styles were stereotyped and the composition poor. Circulars displaying little typographical merit and printed in standard black ink on the cheaper grades of paper were used to advertise the merits of the highest classes of goods. In a word, “cheap” printing prevailed in the business world.

With the advent of new styles in typography and the increase in the cost of production, leading printers were brought face to face with a perplexing problem. It was necessary to increase the prices on all grades of printing to secure fair profits in return for their work. But how was this to be accomplished when the average business man looked upon printing in the light of an expense from which he derived no direct returns?

Practical printers saw but one way out of the difficulty—to educate business men to a knowledge of the commercial value of distinctive typography and the higher grades of printing in general.

The power of example, coupled with irrefutable logic, proved a potent factor in the educational propaganda begun and systematically carried out. Ornate typography, displaying more skill than practical worth, was strictly tabooed. Sound business judgment and good taste dictated a beautiful simplicity of style; but in this very simplicity there lurked a subtle attractiveness and practical value that no amount of elaboration or intricacy of design could produce.

Better grades of paper were used, and the value of the judicious blending of colored inks was forcibly illustrated. The era of distinctive printing had arrived.

When the business man opened his morning

mail, among the miscellaneous assortment of circulars, cards, etc., his eye was immediately attracted by a small brochure or folder, wholly distinctive from the mass of ordinary printed matter of which his mail was largely made up. It seemed almost natural for him to pick it up and examine its contents before the others. There was something in the typographical makeup that pleased his eye and appealed to his taste, and compelled the reading of the short but convincing argument set in clear, readable type. The wide margins, perfect harmony of type and color designs, and the value of white space was a revelation to the practical business man. In comparison, his own printing had little to commend it. The change was radical, with everything in favor of the distinctive booklet, every detail of which showed the results of carefully thought-out plans, the mechanical execution of which was as near perfect as brains and specialized skill could make it.

The leaders in the movement for business-producing printing did not stop at brochures and folders. Artistic blotters, calendars, advertising cards, street car cards, and announcements were used with telling effect. They were so different, so very much superior to the prevailing stereotyped styles of advertising that their merit was recognized at once. Hard-headed business men who before had been skeptical, grew interested. They realized that printing which by its very attractiveness compelled their attention and perusal, would undoubtedly have the same effect upon their customers, and if they could secure the attention of the trade long enough to place the facts concerning their products before them in a logical and at the same time attractive manner, they had accomplished that which could not but be materially beneficial in its results.

The statement that poor printing was wastebasket printing was unanswerable. The business man knew from daily experience that the cheaper grades of printed advertising received little or no attention. His business foresight told him that in comparison with the more attractive kind, the money spent on ordinary printing was simply thrown away. His ideas of artistic printing underwent a change. To-day, but a few years after the educational propaganda was so successfully carried out, the men who have made the most conspicuous success in business state their progress is to a great extent due to their getting out of the rut of ordinary advertising and reaping the result of carefully planned business literature.

Printing, the chief merit of which is cheapness, always proves a poor investment. It shows its cheapness on its face and leaves a poor impression upon the customer you are trying to interest. In these days of high art, you cannot afford to have bargain-counter printing doing your talking for you. What is saved in the direct cost of printing will be more than lost in the effect produced in the mind of the recipient.

Discriminating business men look upon cheap printing as a criterion of the articles advertised, and invariably throw it aside. It is but natural that they should. A manufacturer who is careless with his printing is more than likely to be careless in his methods of conducting his business.

A single illustration will suffice to bring the point forcibly to mind. Two catalogues lie before you on your desk. In size they are about the same, but in general appearance there is a world of difference. The first is printed on cheap paper and illustrated with the cheaper quality cuts and bears the impress of the carelessly printed ordinary catalogue. It is with relief that your eye turns from it to the second one. What a change!

The finely finished paper, high grade photo-engravings, wide margins and accuracy of detail make it a thing of beauty that is pleasing to the eye and impressive to the mind. If both were from unknown firms soliciting your orders, which one would appeal to you, the carelessly attired ambassador of trade or the artistically clothed representative? The latter catalogue cost more in the beginning, but its attention-compelling qualities more than offset its price. The former one is invariably a candidate for the ever-yawning waste basket—the ultimate destination of printing that fails to attract.

Distinctive printing is not a matter of sentiment; it is as much a business necessity to-day as the machines in the factory, and the business man who appreciates this fact is the one who will receive the greatest returns for the money invested.

* * *

Men vs.
Women
Clerks.

*Footwear
Fashion.*

NOT long ago the Chicago Tribune published a somewhat wordy article in which some very distorted deductions were made explaining “why women customers prefer men clerks.” The article was at once grabbed up and printed by about all the shoe papers that come to our table. By actual measurement the thing took up 16 1-2 inches set solid in eight point type, and was originally intended, no doubt, to fill space. In each case where it was copied no comment was made that would lead the reader to believe that the sentiment expressed by the article was not a duplicate of the opinion held by the shoe papers in question. To our mind, however, while it may accurately (?) describe the situation in Chicago, the article does great injustice to women salespeople. At the outset it states that “ninety-nine times out of a hundred a woman prefers to have a man unlace her boot, hold her stockinged foot

in his hand while he measures it, and perhaps place her foot on his knee while he adjusts the new shoe and coaxes the new leather into flexibility by caressing her instep and ankle." If this is true of Chicago, which we very much doubt, it is certainly wide of the mark in respect to the general run of American cities. The article goes on to say that women are not patient enough; that they lack personal interest; that women's chief ability as salespeople is in the children's department; and that they have less judgment than men.

Now it is by no means our intention to pose as the champion of down-trodden woman, or anything of the sort. But as the matter of salesmanship has been one of much practical study by us we wish to say that, as a general thing, women salespeople occupy a much more prominent position in shoe stores than that pointed out in the much circulated article referred to. In his trip around the United States, visiting leading retailers everywhere, the publisher of this magazine has met with scores of first-class stores in which the services of women were held at a much higher valuation than that suggested by the Tribune and re-echoed by numerous contemporaries of ours; and it has been the personal observation of the writer that in many cases which have come to his notice certain saleswomen have been in such great demand that there would be as many as four customers at a time waiting for their turn to be served by a favorite.

As for patience, we own that women salespeople sometimes become impatient, but so do the men. For waiting on children's trade, women are naturally more adapted to it than men. They understand child nature better; and if they lack patience in waiting upon other women, they make up for it in serving the children.

In regard to showing personal interest to customers, we think that saleswomen have been underrated. Personal observation has shown them to be particularly clever in showing up new styles and in making suggestions when selling all sorts of fancy slippers, etc. We know of women so skilful along these lines that they command salaries greater than most of the men in the business, and have lists of "call trade" not even to be approached by many of the men in the same stores.

There is a certain type of saleswoman that fits the Chicago valuation as expressed by the Tribune, but it is not fair to believe that saleswomen as a class merit the same criticism. There are lots of young men selling shoes who might justly be placed in the same boat as the Chicago saleswoman—men who are eyesores in any place of business. In either case it is not just to judge the salesmen or saleswomen by the least attractive representatives of their respective classes. A fair average of the corresponding value of men and women in the retail shoe business, generally, would of course place men at a much higher per cent than women; but don't let us get the impression that the latter are preferred only once in a hundred times to men clerks. There are too many notable examples to the contrary in the trade.

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UNLESS it pleases you to please the customer you might as well stop trying as a dealer to please either.

Many a man's talent lies in hiding the fact that he hasn't any.

Never be original merely for originality's sake. Greater than the advertisement must be the advertiser.

Know thyself—and thy neighbor as thyself.

SOME dry goods men have tried advertising, and found out that it doesn't pay.

Some men have tried the dry goods business, and found out that that doesn't pay.

Any man's failure at anything legitimate proves nothing beyond his own capacity.

The right kind of advertising and management are quite sure to convert any small dry goods store into a large one. That is the way all the large ones have been brought into existence.

But the purpose of this magazine is to help those who are progressive to do better advertising rather than to convince the incapable ones of its imperative importance.

Dry goods men as a class are a bright, energetic lot, and nearly all of them are broad-gauged enough to acquire a much better knowledge of the art of good advertising. Those who do are sure to put more impetus into their business and enjoy the financial rewards which it will bring.

The poor dry goods advertising which occupies so much space in the newspapers is largely due to the lack of just such information and help as this magazine affords.

Here and there, in perhaps one town in a hundred, are to be found dry goods men who have met with phenomenal success—men who have outstripped all competitors, and built up business seemingly all out of proportion to the sizes of their towns. Such growths are not instances of luck nor the fruits of brains endowed with natural qualities superior to yours. They are invariably the results of vigorous advertising directed by a liberal quantity of ordinary common sense.

There are such opportunities awaiting men in just about ninety-nine towns and small cities out of every hundred. This country is young yet, and

those who think that golden opportunities are pretty thoroughly exhausted are sadly deceiving themselves.

It is true that there is plenty of competition everywhere, but, aside from the great cities, there is positively very little competition which will withstand a vigorous advertising campaign of the right sort. And within the great cities there are so many little, unprogressive houses which do not advertise, that a great, big, open field is left for those who do.

Good outside advertising won't succeed in spite of shortcomings within the store any more than good clothes will cover up a man's ignorance.

All kinds of successes depend upon consistency and a greater degree of it seems to be essential in advertising than in many other business operations.

An ad in a newspaper can produce a whole-some effect only by making good, strong claims, and then by having goods and conditions within the store in harmony with the claims.

Therefore the foundation of your advertising depends upon you, and by your goods, and your clerks, and the general savor of your store.

You should decide upon a course that will result in the second coming of your customer before you make any effort to secure his initial purchase.

Absolute honesty is absolutely necessary if you are to continue business for more than thirty days in one place. And it would take a very proficient liar to conduct a business for only the month more profitably upon a dishonest basis than could an honest man on an honest basis.

You must know that your clerks are just as honest as you are. You assume responsibility for their conduct when you employ them, and no one will excuse you for any misrepresentations on their part.

Politeness is almost as important as honesty. It goes hand in hand with it. Clerks often become impatient and display their tempers to customers, and the customers usually know where there are other stores graced with polite clerks.

Your clerks are under obligations to you, but your customers are not. You can better afford to discharge a clerk than to lose a single customer. Clerks need a great deal of training and watching, and those who "know it all" and won't be told should be retired.

Women are the principal buyers of dry goods. And women are especially fond of bargain sales.

When you advertise a special sale of some line of goods, very careful attention should be given to making the occasion and its purpose thoroughly apparent. There should be just as much enthusiasm in the store as there is in the ad. Every clerk should understand the claims of the ad just as well as its author. The goods should be prominently displayed with the special price marked on them. And any attempt to sidetrack the special proposition, in order to sell something else on which there is more profit, will lower you in the esteem of your customers. Of course, if the special sale goods don't suit, then every reasonable argument and effort should be made to sell something else. One of the principal advantages of cut-price sales is the sale of other goods on which prices are not cut, but you must be very careful lest people think that they are gotten up solely for that purpose.

When you have the foundation in good, substantial shape, then your advertising appropriation should mostly go to the newspapers.

Everybody who reads the newspapers reads the ads. And those who do not read the newspapers are so "few and far between" as to be hardly worthy of consideration.

Women, especially, are great believers in ads,

Advertise
in the
Newspapers.

and they are pretty sure to know how your prices compare with those quoted in the ads of your competitors.

Newspapers afford the cheapest and best way of reaching the public. They do the compiling of the names, the addressing, and pay the postage. It would cost many times as much to mail circulars. When you use circulars, you pay all the expense. When you use the newspapers, the clothier, and the hardware man, and the grocer, and the furniture dealer, and a whole lot of your neighbors, who do not come in competition with you, help pay the expense. A newspaper is a sort of co-operative institution for the general good of the public ; and those who do not utilize the advantages it affords are certainly injudicious.

Some people underestimate the value of newspaper advertising because they think that there are so many ads together that none will get much attention. That is a mistake. Ads, like people, get attention exactly in proportion to their desserts. There are always so many poor ads in every paper that there will be little difficulty in preparing one so good that it will present a striking contrast. And with a good contrast in your favor you need not worry about the number of other ads in the paper.

I do not condemn circulars unconditionally. There are sometimes conditions which render them invaluable. Merchants in towns with no newspapers must necessarily use them.

They may occasionally be used to supplement the newspaper advertising.

It will probably pay most any dry goods retailer to keep a list of his customers, and mail them circulars several times a year, providing, of course, that the circulars are really attractive and tell something that is worth telling.

They may be profitably used to announce the

arrival of the new styles of dress goods, or wraps, or similar lines, for the forthcoming season, and should be prepared with a view of impressing each woman that you are taking a personal interest in her welfare. It is an easy thing for a woman to think herself superior to most other women, and if she is impressed with the idea that she and a few others of special importance are receiving this more personal attention, the result will doubtless prove satisfactory. It should be borne in mind that the only object in using this more expensive method of advertising is to produce certain effects that are not possible with the cheaper advertising medium. And with this in view it would probably be the cheapest in the end to have the circulars printed on a very high grade of paper so as to permit the use of some really artistic illustrations.

Cheap circulars, and cheap handbills, and cheap boys to distribute them, are about the most unprofitable combination ever looked upon as "advertising." It might pay, but your chance of getting your money back would be equally good if you were to stake it on a horse-race or the next election.

Liberal and continued prosperity depends upon holding customers after you get them, and upon keeping them well informed in regard to your stock and the fluctuating prices. Regular customers will buy just what they think they need, but the shrewd advertiser can often alter the customer's estimate of her needs. If a woman is exclusively your customer, you should not be entirely satisfied with her patronage. Of course, she should not know that you are not satisfied, but you should not allow her to forget about any new goods which she may need later.

A very valuable method of advertising is entirely ignored by a very large proportion of dry goods stores—the careful use of booklets.

Booklets.

A booklet, folder, or some similar piece of matter, should be included with every sale and should always be put inside the package.

When a woman gets home with a package she almost invariably sits down to rest and makes a leisurely inspection of her purchases. If a pretty, catchy booklet falls out of the package it is very sure to get attention, and the more attractive it is, the stronger impression it will make. Very likely it will suggest something that she wants; and after it has occurred to her that she wants it, the desire will grow upon her, and in a day, or a week, perhaps, she will buy it. But if the booklet doesn't make the sale, it will make a good impression. Of course this can't be done with a poor, slouchy booklet such as a fourth-rate country printer would turn out. Neither can it be done with a well-printed booklet if it be carelessly written. You can get booklets made for about any price you want to pay. You shouldn't decide upon what you think you can afford to pay, and then order accordingly. You should decide upon the kind of a booklet that will make the greatest impression, and then pay what is necessary. You can afford to pay a great deal more per capita to talk to actual customers, than you can to talk to the public in general.

Five hundred expensive booklets put in the right places, will do more good than five thousand poor ones thrown about at random. What I have said in regard to quality in booklets and circulars applies also to stationery and any other printed matter you may use. To make more than an ordinary impression, it is necessary to employ something above ordinary methods.

What will be the price of wheat a year from to-day? You don't know. If you could always know a year, or a month in advance, it wouldn't take you long to become a millionaire.

If you could always determine a year in advance just how much money to spend for advertising, and how to spend it to get the very best returns, you could be absolutely sure of distancing all competitors in a very short time.

No one can tell now just how much you may be able to spend profitably six months from now. Of course an estimate can be and should be made. You should map out a course and have a definite aim, but you should alter your course whenever you see better roads to travel over.

If your advertising is paying well, the best thing you can do is to try an increase. If you can double, or treble, or quadruple it, and still maintain the same ratio of return, then that is what you should do.

The man who spends a thousand dollars a week, may make more or less than the man who spends a hundred dollars. The amount any one should spend should be determined from day to day, or week to week, according to circumstances.

If you make a contract with a newspaper to use a certain amount of space during the year, you should reserve the right to use just as much or little space in each issue as you choose, and to buy more space pro rata. Without these privileges you would not be able to make the most judicious use of the space.

You may, at any time, find it advisable to greatly increase your advertising appropriation in order to cope with new competition; or a new railroad or trolley line may open new territory which you could profitably cover under the changed conditions.

You may be advertising in two papers, and find it desirable to drop one altogether and double your space in the other. A careful study will soon give you a good idea of the relative value of different papers. Your clerks can help you to

determine this matter. They will often hear customers speak of your ad in one paper or another, and by comparing notes you will see "which way the wind blows."

If you deserve patronage there are reasons for it. Your ad should tell the reasons rather than the mere fact that you are deserving.

The Canadian people want proofs for everything.

If you tell the people that you can sell a better grade of silk for five dollars a yard than any one else can, you must give an honest reason for it or the assertion will have no weight. If there is no reason, then it must be an untruthful statement, and if untruthful it should be left unsaid.

Perhaps you are an importer of silks. Perhaps you have the exclusive sale of some silk maker's goods. Perhaps you were fortunate enough to secure the best job lot bargain of the season. Perhaps you sell more silks than any one else in your city, and therefore get the biggest discounts. Perhaps you do a little wholesaling in addition to your retailing, and thus have an inside track. There might be any one of a great many reasons why you could sell cheaper than your competitors, but if you can't, you should simply say that your silks are the best that can be sold for the prices asked, and talk a good deal about their qualities, and where they came from, and how famous the manufacturers are. There are plenty of things to say without enlarging upon the truth, and without falling upon any old, hackneyed, meaningless phrases.

People want to know what you have to sell, and how good it is, and what you charge for it.

Generally speaking, every ad should quote a price, or a few prices. But a price means nothing, unless the goods are fully described.

Don't try to embellish your ads with big words

or flowery sentences. The great majority of your customers are plain, ordinary people, who can best understand plain, simple, concise language.

There has been a great deal of controversy over the question of long or short ads. Some say an ad should be short, or people won't take the time to read it. Others say it should be long in order to make a big impression. It's about as senseless as the "is marriage a failure" question. Some marriages are bad failures. Some are decidedly otherwise. Some ads should be short. Some should be long. It depends upon what you have to say.

Many people make a mistake by trying to fill a large space when they have but little to say. Many will make their ads too brief. They will spoil a powerful argument in order to get the matter in a dollar's worth of space. There are so many more ways to do a thing wrong than right that the careless man usually does it wrong.

It is best to make most ads comparatively short, but it is never wise to weaken a good argument for the sake of brevity.

It would be better to have a dozen people read a long ad and be convinced of something than to have a thousand people read a short ad that tells nothing.

People will read long ads if they are worth reading, that is, the people who are interested. An old bachelor, whose interests are wrapped up in the price of wheat, isn't going to read a chapter nor a part of a chapter on the new styles of dress goods, no matter how entertainingly it may be written. But the woman who is about to replenish her wardrobe will read a whole page of fine print about them, if it be instructive enough.

The best advertiser is the man who has the best common sense and makes use of it. He relies upon his judgment and not upon advertising

rules set forth by some successful man whose circumstances were greatly different.

You should never say anything in an ad that you would not say personally to a customer.

If a woman were to enter your store you wouldn't say to her: "This gigantic emporium abounds with an unmatched and resplendent array of startling and stupendous bargains at slaughter prices."

And yet a great deal of valuable space in newspapers is filled with that kind of twaddle.

Just recall what you said to the last half dozen customers you waited upon, and you will almost invariably recall good material for an ad.

Don't tell what your competitors can't do. Tell what you can do.

Good Display.

Display means prominence. Good display means just enough prominence to gain the attention, and enough lack of it to avoid a confusing jumble.

The lack of simplicity detracts greatly from the effectiveness of many otherwise good ads. Ad compositors in country newspaper offices quite universally make the mistake of badly overdoing the matter of display. They fill every bit of space with black type when possible. Nine out of ten ads would be more effective with no display at all than with the country-printer style of construction.

Never more than three kinds of type nor more than three heavily displayed lines should be used in any one ad. And only one or two styles of type and one or two display lines are usually much preferable.

I never could understand the wisdom of making a lot of figures the largest thing in an ad. The first glance at such an ad shows a lot of big black figures. You have to look pretty closely to find out what it is all about. The price of an article is a very important part of its description,

but the article itself is of more importance than the price.

In many of these advertisements, probably two-fifths of the total space is occupied by the prices. It's a waste of space. The effect would be very much better, and the advertisement very much easier to read, if the prices were set in the same kind of type that is used in the description.

If you must have the prices in black letters, do not make them bigger than the name of the article. People do not look through the paper just to strike some particular number of cents or dollars. What they want to see first is what sort of goods are advertised. If a woman is just about to make the baby some clothes, she will be interested in embroidery, and she will read all that the advertiser has to say about embroidery. She will find out what it costs, because the fact that it is advertised, in most cases, indicates that it is going to be sold at a reduced price.

I believe very strongly in the plan of putting most of the advertising effort on to slow-selling stock.

If the silk counter is doing all the business it can, and if people are positively clamoring for silks, that department will need no advertising.

If economy in advertising is any object, the space should be devoted to some other stock. Probably at the time silks are selling freely, wool dress goods are limping along several degrees behind last year's business. That's where the advertising ought to go. All the silks need at such times is a semi-occasional push and a line or two simply to tell people that they are there.

If the advertiser will keep careful record of the daily sales in each department, and take last year's sales as a guide for this year's advertising, he will soon establish a system that will be effective in the extreme. The effort is always to beat

last year's business. If the stock is taking care of itself, and will be at last year's record without help, it is tolerably safe to let it alone, but if it is lagging a little bit, it needs a good, strong tonic.

Don't make the signature of an ad the most prominent thing. Make it a little more prominent, perhaps, than the body of the ad, but not nearly as large as the head line.

Overdisplay weakens an ad just as overwork weakens a man's muscles.

You wouldn't read a story if every other line were set in a different kind and size of type. Should you begin, you would lose patience and interest immediately. Don't expect people to read your ads if set in such a style.

The simplest, easiest-to-read ad will be read by the most people. The force of it depends entirely upon the argument and not upon large type.

There is a growing demand for borders, and one by one newspapers are finding it expedient to add them to their type equipment. A great many local advertisers are buying their own borders, the exclusive use of which they have in their local papers. The general advertisers and magazine advertisers have long been liberal users of borders.

The best borders for general use are clear, clean, distinct, black and white lines of varying width and design. Generally speaking, the simpler the design, the better the border. A border full of "curlicues" and details is not as strong as a simple one. The border is designed for the purpose of cutting the ad out of the mass of ads on a printed page. Taken as a whole, the type on a printed page makes a sort of gray color. The black and white of the type and paper is so mixed up and blended that the impression is not of white paper and black letters, but of one uniform gray tone. If the border is full of detail, it has the

same general color tone as the rest of the page, and so is ineffectual in separating its ads from other ads or reading-matter.

A good, strong, black border, every line of which is perfectly distinct, will contrast with the gray of the sheet, and this is what makes it stand out. The shape of the border doesn't really make very much difference so long as it is strong and simple.

A woman is pretty sure to know when the shirt waist season begins, and when the merchant should have his winter cloaks on sale. She is often heard to remark that "Jones has a lovely assortment of spring jackets, but Smith hasn't got his new stock in yet."

Seasonability.

The dry goods man must keep very close watch of the seasons. He should always have his goods in early and be ready for hot or cold weather which may come a little in advance of its schedule time. But don't advertise them too much in advance of the opening of the season.

The blow has the most effect if struck while the iron is hot. The most timely advertising is the most effective.

Don't try to hurry the seasons. It is a good thing to get ahead of competitors, but it isn't advantageous to get so much ahead of them as to make your ads untimely.

Don't say very much about shirt waists until signs of warm weather come to your assistance. Then say a great deal.

A great many people will say, "A guarantee goes with every article that leaves our store." That doesn't amount to anything. Perhaps they guarantee to charge all an article is worth, or more. Perhaps they really mean something in good faith, but such a "guarantee" seems to imply that they want to avoid any definite promise.

A Guarantee.

"Money back if you want it" is the most

satisfactory and substantial guarantee that you can make. It implies that you have just as much confidence in the merits of your goods as you want your customers to have. That is a great point. That is where absolute honesty comes into consideration again. You should offer to refund the money for anything that may prove unsatisfactory. If your goods are just as you claim you needn't worry about having many of them returned.

People don't buy goods for the sake of returning them. It isn't pleasant. They come back with them only when they believe they have sound and sufficient reasons for doing so. If your goods are all right, they won't have occasion to bring them back. If your goods are not all right, you can well afford to pay something to find it out and to find out why.

Remember that a dissatisfied woman is a "powerful bad" advertising medium.

Many women have what some people style a "mania" for bargains.

There are others who are not very particular about prices so long as they are fairly moderate. But the bargain hunters outnumber the other class.

The men who offer the most and best bargains get the most trade.

Women who are attracted by a few cut prices very often buy ten dollars' worth of goods at the regular prices and one dollar's worth on which there is a saving of fifty per cent, and go home satisfied. They may not save very much, but they will plan their shopping so as to take advantage of whatever savings are offered.

You should hold special remnant sales often enough to keep your stock pretty free from them.

Special, reduced price, clearance sales should be on the program often enough to make every-

thing go out of your store before it goes out of season.

While a cut-price sale a little too early might result in the loss of some full-price sales, it will better please those who buy, insure the sale of more goods, and enable you to commence the forthcoming season in better shape.

There are two ways of looking at advertising, both of them right. Advertising should be done during the dull time for the purpose of starting up trade at that time, and also for the sake of the benefit which will come from being continuously before the public's eye. A man should just as quickly think of stopping his advertising in the summer or in the dull time after the holidays as he should think of closing up his store for several months in the year, and keeping it open when trade would keep him busy. There are probably many houses in the country that could shut up four months in the summer and be ahead in cash at the end of that four months. But at the end of the next four, the gain would not be apparent. It does not take people very long to forget things, and if the store were closed four months, or the advertising stopped four months, a great many people would have forgotten that the store was in existence.

Keep At It.

The other view of advertising is that it ought to be pushed during the busy time when people are ready to buy. Advertising cannot be expected to sell goods when people do not want them, and it will naturally be most effective when it gives publicity to some desirable article at just the right time.

I should think that if a merchant carried a space of four inches single column all the year round, he ought to double the space for the busy months, and occasionally during that time he can make larger spaces very profitable.

In business, as in all other affairs of life, everything comes at once. When a business man is so busy with trade and with buying and receiving his goods that he has no time to eat or sleep, just at very time his advertising demands the most careful attention. Just at that time his advertising is the most important part of his business, and usually it is the most neglected part.

A WOMAN'S duty is to be as well gowned as her purse and her taste will permit her. We help her with our study, our fashion plates and our staff of dressmakers. In fact, we are necessary for the peace of her mind and her taste.

Winter Waists. The stock of ready-to-wear waists for winter is still very complete, because we fill up broken lines rapidly. Some very stylish and comfortable garments in a great variety of materials, with the assortment of sizes that insures a fit to every customer, and all tastes can be suited.

We ought to sell all the dress goods that will be sold in town this season, but we won't. Only those will buy here who want to be sure of what they are getting—who do not buy simply because the price is low. We are better prepared than ever to serve such people.

Linen Economy. The careful housewife who is ever eager to pick up bargains that are bargains will do well to watch our store right now. Our linen department is crowded almost to excess with beautiful patterns, and handsome effects. But we have to get rid of some of the stock. That's why prices are reduced. You'd better come.

A line of linens. This is a store where linens are given special attention. You find genuine Scotch and Irish products here, and then we have some special American made goods that sell for less and wear as well. Table cloths, napkins, sheets, towels, dress goods—a splendid assortment of the best linens made.

Fixed for winter is the woman who comes here early and secures one of these snug, stylish, handsome jackets; made of Kersey, Melton, Thibet and other good stuffs, and with wide collar of otter, beaver or seal. Other styles—all sizes—suitable for all ages—and all wonderful values at the special prices we quote on them. Don't forget about coming early.

Ginghams are like everything else in that they give satisfaction when treated rightly. It is all in the washing that the damage is done, but they do not shrink if they are washed in thin starch, and at this dry goods establishment we give directions for washing these goods as we sell them.

A different corset for different purposes is what makes some well dressed women look well dressed. A morning corset, another for afternoon and evening. A warm weather corset. A cold weather corset. We have them all.

For girl or boy. Stylish box coat of tan cloth, large pearl buttons, flap pockets, broad collar; double breasted and trimmed in stitched strapping. We have these beautiful garments in sizes from four to nine years, and in several colors in addition to the tan. Suitable for either boy or girl.

The newest coats are awaiting your selection here. Serges, homespuns, mohairs, broadcloths, made up into stylish garments with the most careful attention to every detail that the best ladies' tailor could bestow. Put together and trimmed right, and the styles shown here are correct and exclusive.

Pretty Bath Robes. If you do not already own a bath robe, here is the best chance you will have to buy one. They're of several kinds of material—outing flannel, toweling, eider down, etc.; capacious and comfortable, and indispensable after a trial.

What's the matter? We know. You made your gown yourself and cannot feel quite satisfied with it. Come here and get a ready-made gown or have our skilled dressmakers fit you. You will not begrudge the reasonable cost when you see the effect.

This is the place where you can buy one of those smart nicely fitting jackets at a reasonable price. Don't ask questions, but come straight here. We are showing a line of beauties, at quick selling prices. One price to all and that is the best.

What do you want? It is one of our elegant heavy white bedspreads with three-inch fringe. They are the finishing touch to any well furnished chamber. See them before the selection grows limited.

The note of distinction. You know what that means, in a woman's dress or language or bearing—the indefinable something that sets one apart from the crowd. It is largely achieved by careful dressing. We furnish goods with express personality and so give you that distinction.

Warm wraps for little maids. Cosy and comfortable coats for toddlers—made from soft-finished woolen cloths of pretty shades, and cut full and long; trimmed in various pretty styles; the nicest and most desirable wraps ever sold at the prices—\$2.38 and up.

Medium weight underwear. Not cool enough yet for the regular winter garments, but just cool enough for these middle weight goods. Glove-fitting garments of wool, wool and silk, and wool and cotton, well made and finished; hygienic and economical. Two-piece suits, 89 cents up.

Handsome house gowns. This fall brings to our counters the most beautiful and stylish products of the masters of fashion. Handsome house gowns in the new silk and combination fabrics, elaborately trimmed and finished in perfect taste; price well within reach of frugal minds and modest purses.

Every line. We cover every line of goods, and our goods are made to suit every line of the human figure. A tailor suit, modish dressing sacque, or exquisite corset, all these show that stamp of distinction sought by some buyers in vain, but always to be found here.

They're coming in for fall selling. Much of our stock is already here. It's more attractive than ever. Some of it is already on our shelves, but much of it comes before we are ready for it. The best of it is for the benefit of the ones who have a desire for an economical price.

Well made ready made of good quality. If you want skirts or under garments of any kind, ready to wear, remember we sell the material that will be a permanent pleasure to you. Come in and see.

There's a difference. Ladies who want to look as well as possible must be careful of what they wear. We provide corsets and corset waists which will give the right shape to the wearer, producing that rounding form which is desirable.

The tree George Washington cut down is a chestnut, but our stock is not. New things are in every week. Just now we have received a large consignment of silk umbrellas of all sizes. Especially dainty ones for ladies and girls.

The dear girls stand outside our window and say "Oh, how sweet!" meaning, of course, the swiss embroidered on exhibition. One piece has pale blue satin ribbon run through, and the other yellow. It pays to buy the best.

Silk petticoats have all seasons for their own, and there's more satisfaction in owning them than in any other item in the list. Those who do not yet possess such an article need wait no longer; this stock is sure to contain something to suit every lady, and the prices are adjusted to suit nearly all purses.

Dry facts are often the most convincing. We don't use a lot of flowery description about our large stock of everything that womanly fancy fancies. We are known to keep the largest, newest, most honest array of dry goods in town. We don't dabble in bird cages or maple syrup. We claim to know our business. Our friends say our prices and goods prove it.

Isn't it time to be thinking of the dry goods you are going to wear all during the winter? There isn't any doubt about the beauty or fashion you will find in these goods. They are just opened, and are the best products of mills of national reputation. They will be popular this season, and we are making the first showing.

Charming chemise. This is a particularly nice lot of particularly nice goods—nice in material, in finish, in trimming, and in every detail; while the price, as is frequently the case at our store, is less than the cost and trouble of home-made garments. You'll appreciate these.

The middle weight underwear is in demand now, and we are prepared to take care of any possible requirement in this line. Union or two-piece suits, in lisle thread, cotton, or silk, pretty colors, nice trimmings, and accessible prices all combine to your interest in this department.

Caps and aprons. This is a pretty line of pretty things for housemaids and nursemaids. Jaunty caps and dainty aprons—of cambric, linen, muslin, or lawn, trimmed with lace, embroidery and ribbons; much prettier than homemade and at scarcely greater cost.

Swell Skirts. Here is a new invoice of made up skirts that you will find interesting. The materials are of the latest descriptions, and the style and fit are just what you would get from a fashionable dressmaker, but you would pay the dressmaker considerably more.

Now they're needed. There's more genuine comfort, as well as protection to the health, in union underwear than in garments of any other style. We offer this week fine silk-and-wool union suits, all sizes, and regular \$2.00 values, at \$1.49; the price has shrunk—the goods will not.

Shapely and correct. We have been for some time making a special feature of the Blank corset, and carry in stock a more than ordinarily complete assortment of sizes and styles. For the price—one dollar—we are quite sure that no other corset equals it in value, style, and comfort of wearing.

We cannot furnish you with anything shoddy in our dry goods department. If you want the latest and best goods, bought by experienced buyers you should come here. Our clerks are ever ready to show anything desired and deem it a favor to be called upon to do so.

Fancy stockings for the little folks are among our strong attractions this week. We have a special lot of good lisle thread stockings, web tops, in plaids, stripes and polka dots, with white toes and heels, meant to be sold at 45 cents; take a pair now for 21 cents. Colors are warranted to be non-fading and fast.

New dress goods are piled up on our counters and shelves in boundless profusion—so many of them that we are going to make some special bargains to get part of them out of the way. No left-overs among them—all this season's productions, and a fine stock.

New blouse jackets. Smart and showy new designs in blouse jackets, cut according to the dictates of fashion's authorities, from finely finished cloths in grays, blues and browns, and made and trimmed in a manner not surpassed by the work of any maker-to-order. An inspection solicited.

The lingerie section continues to delight the hearts of our lady customers. Pretty and dainty muslins are in favor at all seasons, and we keep the stock very complete and well assorted all the time. In material, style, making and trimming, these garments afford the maximum value at a minimum price.

The new hosiery in fall and winter grades presents some exceptionally striking and handsome conceptions in color and design. The display in our hosiery section is sufficient to indicate that this is the place to purchase, and all goods are sold under the makers' warrant of quality.

Simply delighted. Nothing is so sensible, and nothing pleases a woman so well, as pretty gifts of wearing apparel. Silk stockings, with garters to match; lovely chiffons; neckwear; a silk petticoat; an order for a dress pattern—any of these as Christmas gifts will simply delight a woman. Our store crowded to the very doors with beautiful materials.

Storm defiers. The storm clothing we sell today is not the ill-smelling, sticky, awkward stuff of a few seasons ago—but garments that have all the grace of a tailored wrap, lined with pretty patterns, made to fit the figure, and warranted to shed the rain and keep you comfortable and dry in inclement weather.

Extra special in embroidery. While embroidery is “good” always, the selling is not so brisk at times. To clean up the stock we have prepared a genuinely great sale of embroideries of all kinds at heavily cut prices, and we stake our good reputation on the bargains we will offer.

A pretty showing of new underskirts is on display this week. The variety is unusually good—the prices are unusually favorable—the styles are the latest, with deep ruffling and tasteful trimming. The material is first-class muslin and cambric, together with a number of silk patterns.

The Monte Carlo shirt blouse. The newest among the season's fittings, and a most beautiful garment. Comes in foulards, mohair, and silk and wool; flat collar, band cuffs and bishop sleeves; front and back tucked, and tucks taper to waist. Very smart and very comfortable. Sizes to suit early comers.

Polkadots are in again, and nowhere are they seen as in ladies' hose. We have an unlimited stock of them in, and solicit your examination first of all. You will then invest in your first pair, and you are ours.

The white man's burden can be materially lightened by his wife if she buys her gowns and her daughter's gowns here. We aim not alone to please as to quality and finish, but also as to price. Judicious buying enables us to do this.

Style and quality. We combine both style and quality in every garment turned out by the factory. There is no doubt about the fashion of the gown and our work will stand the most critical examination. We have at all times a complete line of walking skirts, silk skirts and silk waists for the ladies, also complete line of fabrics for boys' and gents' tailoring. We make a specialty of making only the best garments and guarantee complete satisfaction in every garment made by us.

A man is certainly in love with a girl, it is said, if he still thinks her beautiful after he has seen her in a wet bathing suit. But we have suits that, even though wet, would enhance a girl's charms, as they keep their folds and do not sag. Get one at a discount for next summer.

No tinware and candy. We leave many lines to others. We don't attempt to sell so many different lines we can not understand them. Our specialty—dry goods. The very newest patterns of high grade fabrics. Guaranteed lining and trimmings are what our reputation rests on.

Hygienic Underwear. Union underwear is the only really comfortable and healthful sort one can procure, and every lady who once uses it will not willingly go back to the two-piece garments. We show some extraordinary values in fleece-lined union suits, open across the chest, and fitting the body like a glove. The prices are no higher than the old kind.

Beauty's curves with comfort are what women want in corsets. All the terrible stories about ruined health need not be told if women everywhere knew the goodness of our Blank corset. Made in all colors to fit stout or thin figures; made with two thoughts for health and one for style, and that one enough; it is the best supporter and flesh reducer known.

Take it easy by wearing one of our ready-made wrappers around the house in the morning. You can get one any length, style or color, according to your taste and purse. But you will be wise to let our experienced saleswoman assist you.

Underskirts that please. This large line of well made and stylish underskirts should be seen by every lady. We have them in all colors, of several different materials, either plain, or with large ruffles. Every one of these will prove a bargain at our price. We want you to see them.

Caps for babies. Pretty, warm, cosy caps of soft woolen yarns, daintily ornamented with bows and streamers of ribbon in pretty tints. These caps are not only recommended for their beauty, but they are almost indispensable to baby's comfort and health. Price ranges from 69c. upward.

Great goodness in gloves. It's coming to the time when gloves are worn for comfort as well as style. Our glove department is particularly well fitted to cover the hands of all the family, and to combine fit, comfort and style in the highest degree at the least cost.

Still shirt waists hold their sway—still we are keeping our assortment of patterns, sizes and styles so complete and attractive that no one need go away disappointed. For misses of 14 and for matrons of 50—and for all ages between, we have the right waists at the right prices.

Flannelette skirts. An unusually complete collection of ladies' flannelette skirts—the garments that contribute so much to comfort and health. These are in all sizes and lengths, made from soft, clinging material of pretty colors—grays, reds, blues, etc., striped or plain. Attractive prices made on these goods.

Blood poisoning has resulted to girls from wearing highly colored hose of common quality. Do not wear them, girls, but let us supply you with pretty black ones in the lace stripe or polka dot—lisle thread or cotton. 25 cents per pair.

Snug fitting. The union suits for women are especially commended for winter wear. They fit so snugly that they give grateful warmth without being "bundlesome." They are part wool, fleece lined, without seams, and button across the chest. A dollar buys a splendid suit—better ones cost a little more because worth more.

Good gloves. A lot of genuine Kid, Suede and Mocha gloves, with three clasps, new embroidered backs ; in tan, gray, russet and black ; extra good quality, all sizes. They are unusual values at the prices we have placed on them, and you should not fail to see them. Some special offerings in fur trimmed gloves, also.

Ask one who knows and he'll tell you that the things to buy now are the things you need now. The goods that are being worn are the ones you ought to wear. Season for buying and season for wearing are the present. If you want fall comfort you should buy at once.

Goods for all uses. For all tastes for many prices. This is known as headquarters for every variety of goods from heavy double faced cloth for golf and walking skirts to fine laces and bridal robes. Our determination is to have the best in every department of the store.

Small things for small people. We don't forget any one in the family in providing our stock of goods. The baby is the one who needs our thoughts and yours. The best for the baby. The best for his mamma. The light woolen things which will protect the health and insure the comfort of small things in the chilly autumn days.

A seasonable bow. You think it's late for summer goods and early for fall things, but we have the things which will just suit the season. The early arrivals for fall will interest you and we will have the best of the outfit for your satisfaction. Plenty of really worthy summer things at a sacrifice and plenty of good fall things at first showing.

Winter brightness. A touch of black and white and a dash of red, green and gold, and you have a successful costume. Winter demands brightness, and we have it in big consignments. Most reasonable prices prevail in almost all the very swell and select novelties.

Sensational bargains at prices never before! Great bargains in jackets and suits, blankets and comforters, furs and robes, dress goods (colored and black). Hosiery and knit underwear, mantle cloths, heavy Scotch shawls. All at bargain prices.

The season is here for fancy ties. The linen collar for ladies and girls has gone and our novelty department is filled with soft, graceful things in the way of neckwear that would fill the feminine heart with delight.

Our corset entertainment goes merrily on. The store is simply given over one week every year to corsets—and this is the week. Of course we always have a good stock of these garments, but this week we have opened up a large new stock of the latest designs and thought we would spread them out all over the store for just six days to give the ladies a chance to see them. Never before has this display been equalled in this vicinity and we cordially invite every lady who needs a pair or who will need a pair soon to come and see us and the corsets.

Filling the stockings. We've lots of stockings we'd like to have some one fill with their feet. They are good, warm, pleasing stockings, really fast colors, and won't crock or shrink. Our Christmas stock includes some of the best fancy dry goods you could buy. Come and select your favorite.

Superior styles. We show an immeasurably superior assortment of ladies' coats, jackets and wraps. The styles are all strictly fresh this season—not a "has been" masquerading as new, and the stock is admirably complete as to sizes. We will appreciate your interest if you call and see the display.

The latest out. The long, clinging, graceful serpentine skirt. It adds to the charm of a tall figure, and takes off the dumpiness of a tall figure, and of a short, stout one. Ladies with tendency to obesity should wear nothing else.

"Fit for the fray!" Is what is said of our ready-made clothes for children. They stand the wear and tear of child-life, and unlike the children themselves, do not run when washed. Our new prints, gingham and cambrics also make up well for them.